## ORDER

**Orders** 

Order / Rev:

106697

Alt Order #:

06853041

Product Desc:

OBAMA SKED C

Estimate:

1781

Flight Dates:

09/18/12 - 10/01/12

Original Date / Rev:

09/17/12 / 10/09/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

GMMB, Inc./ Washington D.C.

**Buying Contact:** 

Billing Contact:

Washington Harbor

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Obama for America

Demographic:

A35+

**Product Codes:** 

PLC01-Democrat

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

D				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	61	\$29,525.00	\$25,096.25
10/01/12	10/01/12	7	\$2,850.00	\$2,422.50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$29,525.00	\$25,096.25	0.00
October 2012	7	\$2,850.00	\$2,422.50	0.00
Totale	68	\$32,375,00	\$27 518 75	0.00

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## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$32,375.00
Market	100%	\$134,895.83

Competitive Share	Share	Tota
CABLE	0%	\$0.00
KBLR	. 0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$40,468.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$33,723.96
KTUD	1%	\$1,348.96
KVVU	15%	\$20,234.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,744.79

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type 3	Spots	Amount
1	E 1	KSNV	09/18/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF	:30	4	\$850.001	0.00 NM	8	\$6,550.00
		TODAY												
		Star	t Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

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KSNV

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	0: 1	<b>-</b> .		Б.,	0. VE 1.				D . D.	D. T.		
	Start 09/18/12	End 2 10/01/12	•	CM	Start/End Ti 658a-9am	ime Days MTWTF	Len Spo		Rate Pri 850.001	Rtg Type : 0.00 NM	Spots 8	Amount \$6,550.00
TODAY S	SHOW		Today Show									
	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/18	8/12	09/24/12	MTWTF	4	\$850.00	0.00						
Week: 09/25 Spot <u>Ch</u> <u>D</u>	5/12 Date Rai	10/01/12	MTWTF escription	4 Start	\$850.00 <u>End Time/</u>	0.00	<u>Veekdays</u>	Length	n Rafe	Rtg Type		
		-10/01/12 Te			-9am		ITWThF			0.00 NM		
E 2 KSNV	09/18/12	2 09/24/12	M-F Today Show	II 3rd H0:M	9-10a	MTWTF	:30	4 \$	350.001	0.00 NM	4	\$1,400.00
TODAY S			M-F Today Show									
<u>Start</u> Week: 09/18	<u>Date</u> 8/12	End Date 09/24/12	<u>Weekdays</u> M-WTF	Spots/Week 4	<u>Rate</u> \$350.00	Rating 0.00						
			M-F Today Show	<u>`</u>	10am-11am	MTWTF	:30	5 \$	325.001	0.00 NM	10	\$3,250.00
			Today 4th Hour					*				
TODAY S			Monkdaya	Consta AManie	Data	Detina						
Week: 09/18	<u>Date</u> 8/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$325.00	Rating 0.00						
Week: 09/2		10/01/12	MTWTF	5	\$325.00	0.00						
		2 10/01/12	Rachael Ray Rachael Ray	СМ	11am-12pm	MTWTF	:30	5 \$	325.001	0.00 NM	5	\$1,625.00
RACHEL	: RAY : Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/18		09/24/12	MTF	2	\$325.00	0.00						
Week: 09/2	5/12	10/01/12	MTWTF	3	\$325.00	0.00						
E 5 KSNV			Noon News Noon News	СМ	12-1230pm	MTWTF	:30	5 \$	6425.001	0.00 NM	10	\$4,250.00
NEWS 3	Date	DN End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/18		09/24/12	MTWTF	5	\$425.00	0.00						
Week: 09/2		10/01/12	MTWTF	5	+	0.00						
		2 10/01/12	Days of our Lives Days of our Lives		1258p-2pm	MTWTF	:30	5 \$	425.001	0.00 NM	10	\$4,250.00
DAYS OF			Weekdays	Snotn Missk	Data	Dating						
Week: 09/18	Date 8/12	End Date 09/24/12	MTWTF	Spots/Week 5	<u>Rate</u> \$425.00	Rating 0.00						
Week: 09/2		10/01/12	MTWTF	5	\$425.00	0.00						
	,,	2 10/01/12	The Doctors The Doctors	СМ	2pm-3pm	MTWTF	:30	5 \$	325.001	0.00 NM	5	\$1,625.00
THE DOC	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1		09/24/12	MTWTF	2	\$325.00	0.00						
Week; 09/2		10/01/12	MTWTF	. 3	\$325.00	0.00		•	-			
E 8 KSNV	09/18/1:	2 10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF	:30	5 \$	\$450.001	0.00 NM	9	\$4,050.00
DR. PHIL	_		DIFIII									
Start	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/18 Week: 09/2		09/24/12	MTWTF MTWTF	5 5	\$450.00 \$450.00	0.00 0.00						
	o/12 Date Ra	10/01/12 nae D	escription		\$450,00 E <u>/End Time</u>		Veekdays	Length	n Rate	Rtg Type		
		2-10/01/12 D		3-4p		_	1TWThF			0.00 NM		
	solved NS SPE	CIAL INTE	RRUPT]									
		2 09/18/12	Tues PR 10-11p Tuesday Prime 1	CM 0-11pm	10-11pm	~T	:30	1 \$3	,200.001	0.00 NM	1	\$3,200.00
PARENT		End Det	- بحادثات ۱۸۱۰	Cmat- 8811	D-1-	Def:						
Start Week: 09/1	<u>Date</u> 7/12	End Date 09/23/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$3,200.00	Rating 0.00						
			M-F Today Show M-F Today Show	II 3rd HGM	9-10a	-TWTF	:30	4 \$	\$350.001	0.00 <b>N</b> M	4	\$1,400.00
TODAY S	SHOWI											
<u>Start</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				I		

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KSNV

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 10 KSNV TODAY	09/25/1 SHOW I	2 09/28/12 II	M-F Today Show M-F Today Show		9- <b>1</b> 0a	-TWTF	:30	4	\$350.001	0.00 NM	4	\$1,400.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 4	<u>Rate</u> \$350.00	<u>Rating</u> 0.00						
E 11 KSNV	10/01/1	2 10/01/12	M-F Today Show	/ II 3rd HBM	9-10a	M	:30	1	\$425.001	0.00 NM	1	\$425.00
			M-F Today Shov	v II						- 1		
TODAY	SHOW	П										
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/	01/12	10/07/12	M	1	\$425.00	0.00						
N 12 KSNV	09/22/1	2 09/22/12	News 3 Sunrise News 3 Sunrise		6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
TODAY	SHOW	II										
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	18/12	09/24/12	S-	1	\$350.00	0.00						
										Totals	68	\$32,375.00